



## WEB APPAREL STORE FUNDRAISER PROGRAM

Greeley teams typically set up web stores for apparel so players, coaches, families and fans can show their support around town. Often these web-stores also have a fundraising element involved. Knowing that setting up such stores can be a daunting task, Greeley Sports Boosters created an option to streamline this activity by connecting with Rainbow Lettering. This program provides:

- **A turn-key structure** so coaches, parents and captains can set up an apparel store with minimal effort. Prevents re-creating the wheel each year when there are new team/captain's parents.
- **No Financial Output** all items are made to order eliminating the need for teams to invest team funds on goods that might not all sell. The only requirement is that ten items are ordered from the store.
- **Built-In fundraising for the sport**—each item has \$3 added for fundraising purposes. The total amount raised is deposited directly into the team's Boosters account. This only applies to Rainbow Lettering stores. If you choose to use another vendor, your fundraising structure must be negotiated by you with them and they will need to send a check to you to be deposited in your GSB team account. Sports Boosters and the Athletic Dept. make NOTHING off of these stores.
- **Promotion to enhance your fundraising**—Sports Boosters can promote these web-stores beyond the reach of the teams themselves through our social media and weekly e-blast. To do this, teams MUST give us the logo, link and store dates so we can spread the word. Other ways to enhance your sales include sharing the link with your sport's Youth Organization and ensuring your store information is shared with all levels of your sport, including modified. This enhances sales, builds community and promotes our athletics programs.
- **Varsity Exclusive Stores** - Some teams will create a Varsity only store for Varsity athletes exclusive items that are not available to the whole community. Team parents should discuss this with their head coach and coordinate with the vendor to create the separate store.
- **COMPLIMENTARY Coach Apparel** — Greeley Sports Boosters has arranged with Rainbow Lettering to provide each coach in a sport that opens and supports a Rainbow Lettering store to receive a complimentary apparel item with the sport's logo, such as a ¼-zip or soft shell jacket. This alleviates the need for team parents to purchase items for their coaches.

- **Process** --Depending on the sport, these stores are either set up by the Head Varsity Coach, captains' parents or with input from the coach and captains. Check with the Head Varsity Coach of your sport to see if they have already begun setting up a store. **Remember to promote the general store to ALL the team levels in your sport.**
- **Web Store Link & the Community** – When setting up a store with Rainbow Lettering that the link will be shared with the community you must request that they provide two options for shipping. The team members of varsity through modified can have the items shipped to the coach/ Greeley Athletic Department. The community members must have it shipped to their home at an additional cost to the individual purchasing. You might be able to coordinate with Rainbow Lettering to do group shipments to youth team coaches of the same sport provided they are willing to work with you and handle the distribution to their teams. If you are interested in doing this we can help put you in touch with the youth sports coordinators.

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